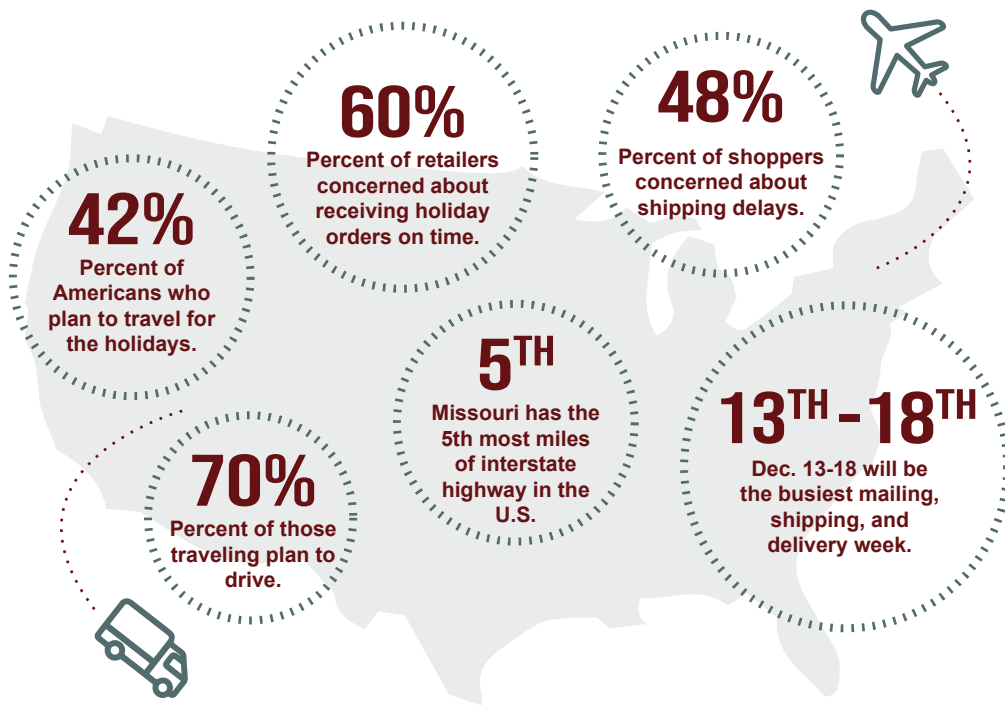


# Winter Holiday

## OUTLOOK

### TRAVEL AND SHIPPING



### LOCAL FACTS



**61%**

Gift cards are the number one item on the wish list of Midwest families.

**\$995.68**

Amount of money Midwest shoppers plan to spend.

**68%**

Percent of Midwesterners plan to purchase decorations.



**739**

Number of acres dedicated to Christmas tree production in Missouri.

**\$408,000**

The estimated value of Christmas tree production in Missouri in 2019.

**8,971**

Number of trees harvested including Balsam, Nordmann, Fraser, Douglas Firs, Scotch and White Pine.

### SPENDING PLANS

**#1**

Holiday spending in 2021 is projected to be the highest holiday retail sales on record with an estimated \$843 to \$859 billion in spending.

**90%**

Percent of consumers plan to celebrate the winter holidays which include Thanksgiving, Kwanzaa, Hanukkah, and Christmas, and big shopping days, such as Black Friday, Small Business Saturday, Cyber Monday, and Super Saturday.

**\$998**

The amount shoppers plan to spend overall, with \$648 on gifts for others, \$231 for food and decorations, and \$118 on other non-gift holiday items.

**49%**

Percent of holiday shoppers who start shopping before November, up from 39 percent a decade ago.

**57%**

Percent of consumers who plan to shop online this holiday season, followed by department stores (47%), discount stores (44%), and grocery stores/supermarkets (43%).

**47%**

Percent of holiday shoppers who are concerned they will have difficulty finding items this year.

#### Sources:

<https://quickstats.nass.usda.gov/results/F6087036-2EDC-3975-A534-81420B825DD5>  
<https://about.usps.com/news/electronic-press-kits/holidaynews/2011/html/funfacts.htm>  
<https://nrf.com/topics/holiday-and-seasonal-trends/winter-holidays/winter-holidays-data-center>  
[https://www2.deloitte.com/content/dam/insights/articles/us164630\\_2021-holiday-retail-survey/DI\\_2021-Deloitte-holiday-retail-survey.pdf](https://www2.deloitte.com/content/dam/insights/articles/us164630_2021-holiday-retail-survey/DI_2021-Deloitte-holiday-retail-survey.pdf)  
<https://www.modot.org/fast-facts>  
<https://www2.deloitte.com/us/en/insights/focus/transportation/holiday-travel-plans-survey-2021.html>